



### *Online Advertising*

*All ads should be emailed to Kally Zhao at [kzhao@ispa.org](mailto:kzhao@ispa.org).*

*For those advertising in November, ads should be emailed by Friday, October 22*

*For those advertising in December, ads should be emailed by Friday, November 19*

In order to reduce ISPA's carbon footprint, we are moving all advertising to digital platforms. We hope you'll join us in promoting your organization/event in a more sustainable way.

**Schedule Pages Online Ad Dimensions:** 450 px width X 115 px height

#### **All Online Ads:**

- Optimized for web
  - 72dpi
  - RGB format
- Acceptable file format: JPG, PNG, EPS
- No animation allowed
- Please allow for up to three business days to process the order and upload the image

#### **Available placements:**

One ad each on the following pages:

- 1) Schedule pages (example from Virtual Edition: 2021 ISPA Congress):  
[https://www.ispa.org/page/congress\\_virtual21\\_sche](https://www.ispa.org/page/congress_virtual21_sche)

### **Online Congress Advertising Fees**

**Price per month.** Ad space available November 1, 2021 through December 31, 2021.

Ad Location	Schedule Page - Monday	Schedule Page - Tuesday	Schedule Page - Wednesday	Schedule Page - Thursday	Schedule Page - On-Demand	Schedule Page – Online	Hotel Page	Other Events Page
<b>Star Members (15% discount)</b>	120 USD	240 USD	170 USD	170 USD	120 USD	120 USD	120 USD	120 USD
<b>Members (10% discount)</b>	135 USD	270 USD	180 USD	180 USD	135 USD	135 USD	135 USD	135 USD
<b>Non-members</b>	150 USD	300 USD	200 USD	200 USD	150 USD	150 USD	150 USD	150 USD
<b>Estimated impressions</b>	3K+	10K+	5K+	5K+	TBD	TBD	1K	1K